

## **Historic, Archive Document**

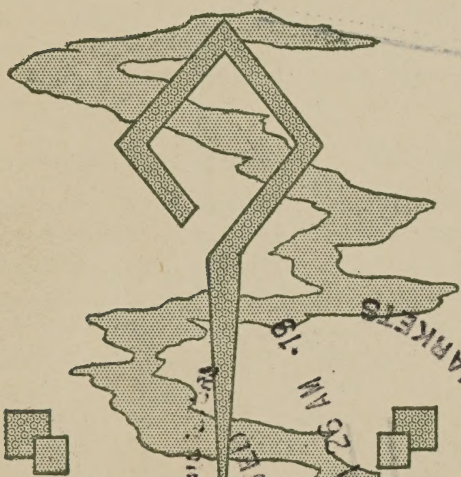
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AFTER HOBOKEN

MAR 26 1944  
U. S. DEPARTMENT OF JUSTICE



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BUREAU OF MARKETS  
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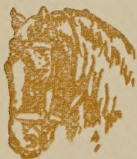
## Before Next Christmas—

You will see Hoboken again; probably before next Christmas, and then, perhaps, will settle down on a farm. After you have located your farm the United States Department of Agriculture and the State colleges of agriculture will help you on production problems. Later on, when you have planted, cultivated, and harvested your first crops, you must market them.



## Saddlebags vs. Steam and Gasoline

Going to market today is very different from the time when the producer trotted to town with full saddlebags. Now almost everything moves to the chug, chug, chug music of truck or locomotive, thus making the farm accessible to distant cities and permitting producers to specialize on crops adapted to growing conditions in their sections rather than on crops in demand nearby. Between the farm and the city has grown up a great, complex distributing system made up of many persons and many inventions—a system that brings to everyone's table a variety of products that Grandad didn't have in his youth.





## Making It Pay

With differences in climate, soils, and local conditions, the leading crops in any one section of the country may be very different from those in other sections. For example, citrus fruits come mostly from Florida and California, while Northern and Central States specialize in grains, livestock, deciduous fruits, and dairying. You can count on your fingers the large potato or peach growing States. On your farm you will probably specialize in one or more crops, and if you are to get the best returns from selling in the big markets you will want all the best information on how to do it. Here is where the Bureau of Markets can help you.

## Many Angles to Marketing

The marketing of farm products is more complicated than it used to be. Nowadays, with cold-storage houses, refrigerator and heater cars, special containers, grading for size and quality, trademarks or brands, long hauls by railroad, car-lot markets, less than car-lot

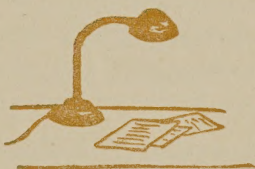




markets, and a lot of other things such as auctions, consignments, commission dealers, wholesalers, jobbers, retailers, and consumers to think about, the mere preparation of products for market has to be done carefully. The world used to think that production was the most important phase of agriculture, but now it is finding distribution one of its biggest problems and one which requires close study on the part of the producer as well as each person connected with distributing agencies.

## There Are Other Relics

Besides the hun helmets or other things you collect in France, you will find the United States has added a few relics to its museums.



One of these relics is the hayseed farmer. The farmer of 1919 is in the same class with the city business man; he not only plans his crop production in advance, but figures on how best to prepare his products for sale and how and when to sell. The producer who studies market needs and adapts his methods to these

needs is the one who gets the best returns from his products.

## Live Market News

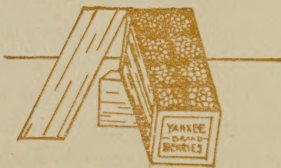
Whether you raise fruits, vegetables, or livestock, or produce butter, cheese, or eggs, and no matter where you are located, you can get the latest information on market conditions and prices in the reports

issued by the Bureau of Markets from Washington or from many branch offices. This news about markets comes over leased wires—about 15,000 miles of them—and is tabulated and sent out in mimeograph form to producers and others who are interested, without charges of any kind. In addition, many newspapers and other periodicals now use market news from the Bureau of Markets.

## Suppose You Raise Perishables

Many crops require careful handling and packing or they will not stand shipment to a distant market. Strawberries are

about the worst, but even potatoes must be stowed in a car the right way—and graded



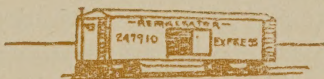


first—or they lose out at the big markets. The Bureau is working on proper ways of packing perishables, and some of its information on handling, packing, and loading produce is already printed in bulletins that you can get without even sending postage. The Bureau of Markets also works out methods of grading fruits and vegetables, and enforces the standard container law covering berry boxes, till baskets, and Climax baskets for grapes.

## A Friend in the City

When you ship a carload of fruits, vegetables, or butter to a big city you will want to know its condition upon arrival.

If you could be there yourself or have a friend there to inspect it for you, it would be well; but, because this is often impossible, the Bureau of Markets has provided through its Food Products Inspection Service a way for you to know the exact condition of your produce when it arrives at large markets. The inspectors located at 45 large city markets take the place of a friend and will examine your shipment and tell you—and the courts too, if necessary—



just what its condition was when it arrived. No dealer can report that your shipment was in poorer condition than is shown by the inspector's certificate.

## Livestock Markets Now Licensed



While you were "over there" the Government placed all stockyards and dealers at stockyards under Federal license; so if you are shipping a carload of hogs or cattle to any market center, you know that the rules and regulations under which they are handled and sold are made by the Department of Agriculture. The Bureau of Markets supervises the operation of all stockyards in the United States, and also furnishes information on livestock receipts and prices, as well as reports on meat trade conditions in the large markets.

## Standards for Grain

All grain growers are interested in Federal grain standards, and you will be, too, if you produce one of the grain crops. Wheat and shelled corn that moves across State lines is now graded by inspectors licensed by the



Department of Agriculture. Standard grades have been established under the Grain Standards Act, and their application is supervised by the Bureau of Markets. Besides the standards for wheat and shelled corn which have been in use for over a year, new tentative standards for oats have been prepared, standards for rice have been published, and investigations are being conducted looking toward standard grades for barley and rye.

## Cotton Standards

You have heard a lot about standardization lately because the war has emphasized the need for it everywhere. But even before this the Bureau of Markets had worked out standard grades for cotton, which are now used for all transactions in cotton "futures" and on many "spot" markets. Recently new standards for length of staple have been established to supplement the grades for quality and color, while specially prepared standards have been made for American Egyptian and Sea Island cotton. If your farm is in the South, the chances are you will be interested in these cotton stand-



ards and will want to examine a set of them at the office of your county agent or a branch office of the Bureau of Markets.

## A Few Trucks Left at Home

All the motor trucks in the world were not sent to France, and some of them are hauling farm products to big United States cities. The



railroad tie-up of the winter of 1917-18 increased the use of motor trucks, and the Bureau of Markets has been helping organize rural motor truck routes. The successful operation of rural motor routes depends a good deal on having a load going and coming, and cooperation between truck owners, farmers, city merchants and others makes this possible—the Bureau helps get this cooperation and studies the costs of operating trucks.

## Rural Community Houses

There won't be any Y. or K. C. huts near your farm, but you may be near a community house or, perhaps, help to build one. The rural organization project of the Bureau of Markets has studied this problem of building community houses and can tell you about

them. More than 100 of these community buildings have been erected in rural United States since 1910 to serve as centers for community activities. During the war they were used as headquarters for Red Cross and other local organizations, and they always serve their communities as gathering places for social and civic activities.

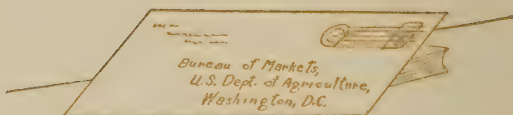


## No Barrage

This little booklet is not a barrage from the Bureau of Markets, nor does it "shoot" everything in the Bureau's "ammunition dump." There's a lot more held in reserve that's yours for the asking after you get located on your farm. All you need do is to



write to Washington or any of the branch offices and let them know your marketing problems. Of course, the Bureau of Markets doesn't actually sell your products for you, but it can perhaps help you do it.





P. S.—Take another look at the map exhibit. The scroll tells a story of other doings of the Bureau of Markets.





THE United States Department of Agriculture can help you raise crops as well as market them. In this circular a few of the activities of the Bureau of Markets have been touched upon. The other sixteen bureaus, divisions, and offices of the Department also stand ready to serve the returning soldiers. Among the subjects upon which the Department distributes free literature are: Markets, soils, fertilizers, seeds, fruit culture, vegetable growing, sheep, hogs, cattle, dairy herds, poultry, irrigation and drainage, good roads, tractors, farm buildings, grain crops, forage crops, cotton growing, farm management, home economics, plant breeding, flower culture, forestry, and statistics on crop production.

Through county agents, who are co-operatively employed by state colleges and the Department of Agriculture, almost all agricultural counties in the country are in touch with the federal department, and these agents furnish direct help to farmers on their local problems.

You will find your county agent a good man to know when you get located on your farm.